

1. Please confirm whether visual/creative design of pages is in or out of the proposed scope.  
*Our goal is to hire a vendor who will design the structure of the website to the point where our division subject matter experts can populate the site with the appropriate verbiage. To the extent that it falls within the budgetary restrictions, we welcome suggestions regarding visual/creative design.*
2. The RFP states that Accessibility is a requirement, but it is not part of the decision making criteria. Please describe your expectations or deliverables from vendors related to accessibility.  
*We expect that the website will meet the accessibility standards set out by the Department of Administration, Office of Enterprise Technology. Please refer to Page 5 of the Statement of Work.*
3. The project deliverables do not specify business requirements documentation as a deliverable. However, the vendor responsibilities include “identify business requirements”. Does this mean a high level inventory of key functionality? Or does it imply something else? Because the rest of the RFP is focused on the user experience we are assuming that the agency has some knowledge of business requirements going into this project? Please clarify.  
*Yes, the agency has all the knowledge of business requirements necessary; the focus of the successful vendor should be on the user experience.*
4. In addition to site search, are there any other transactions included in the scope of this redesign?  
*No. This is an informational site; no transactions will be done on this site.*
5. Please confirm that HTML templates and/or CSS style sheets are outside of the scope of this project.  
*The HTML templates and CSS are outside the intended scope of the project as the RFP scope is directed toward site architecture and user experience testing. To the extent that it falls within the budgetary restrictions, we welcome suggestions regarding visual/creative design.*
6. How many project stakeholders will be involved in the decision making process during the project?  
*Three benefits services staff members whose responsibilities are to communicate with employees regarding open enrollment, benefit questions; supervisor and lead worker in enrollment and billing whose unit responds to all questions in that area. Two senior staff members.*
7. What roles do these individuals play?  
*Answer included in response to Question #6.*
8. Who will be responsible for reviewing and approving vendor deliverables?  
*Employee Insurance Division management.*
9. A redesign cannot give equal weight to all of the audiences mentioned and still offer a good user experience. Please advise the top three audiences whose needs are critical for this redesign. (state employees, retirees, insurance continuees, dependents, new hires, and job seekers).  
*State employees and dependents, former employees, retirees, new hires*
10. What information and or research about these audiences will be provided to your selected vendor (market research, web analytics, surveys, customer service inquiries, etc)  
*We would expect that this is the kind of information that the successful proposer would request.*

11. To what extent will existing content be reused for the new site?  
*That depends on the design proposed; however, we don't anticipate redesigning any of our forms or coverage descriptions.*
12. Please describe any new content that must be added.  
*MMB does not believe that new content is necessary, though reformulation of existing content may be; again, the project is focused on improvement of the user experience.*
13. Is usability testing of the current site required, or are alternate methods of user experience evaluation acceptable?  
*Alternate methods proposed and described by the selected vendor would be acceptable.*
14. The deliverables indicate that usability testing should be conducted after the application is finished. We typically recommend testing the design before it is implemented as the cost of making changes is far less than after development. Are you open to alternative approaches as long as the design is tested?  
*Yes, we are open to alternative approaches.*
15. Will the new site reuse existing HTML page templates?  
*Please see response at Question 5.*
16. Will the new site reuse the existing CSS style sheet?  
*Please see response at Question 5.*
17. Will the visual/creative design partner and technical developer be available to participate or observe in selected user experience tasks? We recommend this as it makes the transition from user experience to visual design to technical development more seamless.  
*Yes, we are open to this approach.*
18. Regarding the required skill "The vendor must have experience with the design of websites for employee benefits"; does the vendor need the experience or can the resource being used for the project have the required experience?  
*We are open to this approach, assuming that the budget is observed.*
19. Was the existing SEGIP website (on the MMB website) designed by the MMB? Or an outside vendor?  
*It was designed by MMB.*
20. What is the preferred Content Management System (CMS) for the project?  
*The site will be built in the content management system Joomla! 1.6.*
21. Is there a planned start date? Targeted date of completion?  
*The project can begin as soon as the vendor is selected and the contract is signed. We would like to have this part of the website renewal completed by the end of 2011.*
22. Is the \$25,000 budget already allocated or is it part of the proposed 2012 budget?  
*The funds have been budgeted for dispersal during FY 2013.*

23. How are State employees/retirees/etc. currently directed to the existing site? We are assuming most employees would start at an HR site versus the MMB site to find employee benefit information.  
*Employees use the MMB Self Service website for all payroll functions and as such it is likely a good site from which to direct them to the new Employee Insurance Division site.*
24. Are we responsible for developing the project? The RFP does not spell out development deliverables, but just design and consultative deliverables? And then states project completion as a deliverable.  
*No, the chosen vendor will not develop the full website.*
25. The RFP mentions "user testing" on page 3. Does that mean usability testing of the current site or testing of the SEGIP website after it has been re-launched?  
*The RFP user testing is expected after a new architecture is presented. The current site will not be expected to be tested as it will not exist after the deployment of a new site.*
26. How many MN State agencies and number of employees would need to be interviewed to gather requirements for the new SEGIP website?  
*Our Employee Insurance Division staff will be able to convey all the information the vendor will need regarding the design of the insurance program. The technical standards will be covered by our current web technology and will not really have to be addressed to the vendor*
27. Would SEGIP provide candidates for card sorting and other IA related activities?  
*The state can provide, if necessary, a user testing group.*
28. Would SEGIP provide assistance with scheduling state employees?  
*Yes.*
29. Are there defined START and END dates for this project?  
*See response to Question 21.*
30. In the RFP description and on page 4, you state that there is a current SEGIP site. We could not find this online. Is there a link you could provide to the current site, or is it not public yet?  
<http://www.mmb.state.mn.us/pay-bene/ins>
31. On page 5, you note that the maximum project budget is not to exceed \$25,000. There seems to be a lot of deliverables required in this project for the allotted budget. Is there any flexibility on this or would your team be amenable to limited usability / IA activities / Design to accommodate? \$25,000 is the allotted budget; please provide your best proposal within those budgetary terms.
32. Is there currently a Content Management System for this site? If not, what is the intended direction for content contribution? Should vendors propose CMS solutions as part of or in addition to their proposals?  
*See response at Question 20.*
33. Is the goal to provide new automated processes within the site (requiring custom development)? Or are vendors bidding only for the redesign of the site 'look & feel'?  
*Please see response at Questions 4 and 5.*